



A STUDY ON THE CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

Anandhi C* Muthumani S**

*MBA student Jerusalem College of Engineering, Chennai.

**Professor and Head MBA, Jerusalem College of Engineering, Chennai.

Abstract

In the age of globalization, electronic marketing stands as a significant revolution. In recent years, numerous businesses have embraced technological advancements, utilizing computers and technology to enhance their marketing efforts. The practice of online shopping and marketing involves leveraging technology to improve marketing outcomes. Retailers are actively formulating approaches to cater to the needs of online shoppers. They are deeply engrossed in analysing customer behaviour in the realm of online shopping, seeking insights into customer attitudes surrounding this trend. In light to this, this study opted to examine customers overall satisfaction towards online shopping, with a specific focus on identifying the factors that drive customers to engage in online shopping activities.

Key Words: Globalization, Online Shopping, Customer Satisfaction.

Introduction

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web-browser. With online shopping we are no longer required to visit malls to make a purchase. By just sitting at the comfort of our homes, we can buy the required products and also pay online. Online shopping is fast, convenient with your goods reaching you at your door step. There is now no need to drive down to the mall, hence saving your money, time and effort. More and more people have turned to Internet to buy everything from food to books to houses and groceries. The idea of not having to wait in long queues or in traffic or search through racks of clothing looking for the items or being able to shop at any time preferably in pyjamas has caused more people to turn to shopping online. Apart from convenience, rising fuel prices, money saving schemes and availability with abundance of choice are keeping the buyers glued to the trend. Smaller towns and cities, where latest fashion trends may not be available, can buy their favourite items through online shopping. Many shopping sites provide the option of flexible delivery date and time, insurance of items, hassle free exchange policy and even cash on delivery which is the biggest added advantage. In the modern digital era, the rise of e-commerce has significantly transformed the way people shop for products and services. Online shopping has emerged as a convenient and accessible alternative to traditional brick-and-mortar retail. The rapid growth of online shopping platforms has led to an increased focus on understanding customer satisfaction within this context. This study aims to delve into the factors that influence customer satisfaction in the realm of online shopping, recognizing its importance for both businesses and consumers.

Review of Literature

Liang and Lai (2000) state that online shopping possesses five steps similar to those associated with traditional shopping behaviour. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. **David J. Ripstein (2002)** has studied factors attracting customers to the site and being able to retain customers by mainly considering



the role of price. Interestingly, e-shopping site using low prices or price promotions to attract customers do mostly tend to draw price sensitive customers who are well known as having low loyalty. Factors motivating the youngsters to shop the commodity product in the cyber-shop examined includes fashion statement, demographic, price, choice & reviews by other friends. **According to UCLA Center for Communication Policy (2001)** Online shopping has become the third most popular internet activity, immediately following e-mail using instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online. Of internet users, 48.9% made online purchase in 2001, with three quarters of purchasers indicating that they make 1-10 purchases per year. **L.C. Schaupp and F. Belanger (2005)** state that it is imperative to be able to measure customer satisfaction in the context of e-commerce since this will define the success of the vendors. The literature suggests each research is different mainly by the antecedent factors of customer satisfaction since the researchers chose the variables and factors best suit for each circumstance in their perception; thus, the result are varied by time and location.

Research Methodology

Descriptive research design is used in this study. The primary objective of the study is to measure the customer satisfaction towards online shopping and the secondary objective is to identify the key drivers of customer satisfaction towards online shopping, to identify the age group among which the online shopping is more popular, to identify the different payments and delivery system preferred by the customers in online shopping and to identify the price range of goods purchased through online shopping. Descriptive research includes surveys, findings, and enquiries. A direct survey in the form of Google form was used to collect data for the study. The limitation of the study is the response from the sample may have personal bias and the data collected for the study has been limited to 100 respondents only, the duration of the study is limited. In this study the Primary data is collected by providing Questionnaire. In this study the data collected from secondary sources are Internet, Websites, Existing research and scholarly work, vlogs etc.

Data Analysis

1. Percentage analysis for age of the respondents

Table 1

Age	Frequency	Percentage
Below 20	4	4%
21-30	89	89%
31-40	3	3%
41-50	2	2%
Above 50	2	2%
Total	100	100

Interpretation

The table and chart reveals that out of 100 respondents 4% are belongs to the age group of Below 20, 89% are belongs to the age group of 21-30, 3% of the respondents are in the category of the age of 31-40, 2% are 41-50 and 2% are above the age of 50. As the age group of 21-30% are the major respondents of this study.



2. Percentage analysis for gender of the respondents

Table 2

Gender	Frequency	Percentage
Male	49	49%
Female	51	51%
Others	0	0%
Total	100	100

Interpretation

The table and chart reveals that out of 100 respondents, 51% are female and 49% are male.

3. Percentage analysis for a mode of payment

Table 3

Payment Mode	Frequency	Percentage
Cash on delivery	63	63%
Credit card	3	3%
Debit card	6	6%
Net banking	2	2%
UPI	26	26%
Total	100	100

Interpretation

The table and chart reveals that out of 100 respondents, 63% of them use cash on delivery option, 3% use credit card, 6% use debit card, 2% use net banking, 26% use UPI as a mode of payment for shopping online. From this analysis it is found that majority of 63% of the respondents use Cash on delivery option as a mode of payment for shopping online.

4. Percentage analysis for which delivery option do you prefer when shopping online.

Table 4

Delivery Option	Frequency	Percentage
Instant delivery	23	23%
Next day delivery	36	36%
Standard shipping	30	30%
Expedited shipping	4	4%
Others	7	7%
Total	100	100

Interpretation

From the above analysis it is found that out of 100 respondents majority of 36% of the respondents prefer Next day delivery as a delivery option, 30% prefer standard shipping, 23% prefer instant delivery, 4% prefer expedited shipping, 7% prefer other delivery option.



5. Percentage Analysis For Overall Satisfaction Of Online Shopping Experience

Table 5

Particulars	Frequency	Percentage
1(Extremely dissatisfied)	3	3%
2	8	8%
3	33	33%
4	39	39%
5(Extremely satisfied)	17	17%
Total	100	100

Interpretation

From the above analysis it is found that out of 100 respondents majority of 39% are satisfied with the overall online shopping experience, 33% are neutral, 17% are extremely satisfied, 8% are dissatisfied, 3% are extremely dissatisfied.

6. Chi-Square Test

To find out the difference between Age and Online shopping preference of customers

Null Hypothesis

H0: There is no association between age and online shopping preference of customers

Alternative Hypothesis

H1: There is an association between age and online shopping preference of customers

Chi-Square Test Statistics

	Age	Online shopping preference
Chi-square	297.700 ^a	15.700 ^a
df	4	4
Asymp. Sig	.000	.003

- a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0

Interpretation

From the above chi-square analysis it is found that the significance value (0.003) is less than the table value (0.5). Therefore, the null hypothesis was rejected.

That is, there is an association between Age and online shopping preference of customers.

7. One way-anova

To find out the difference between gender and overall satisfaction of online shopping experience

Null Hypothesis

H0: There is no significant difference between gender and overall satisfaction of online shopping experience



Alternative Hypothesis

H1: There is a significant difference between gender and overall satisfaction of online shopping experience

	Sum of squares	df	Mean square	F	Sig.
Between group	1.484	1	1.484	1.603	.208
Within groups	90.706	98	.926		
Total	92.190	99			

Interpretation

From the above result it is found that the significance value (0.208) is less than the table value (0.5). Therefore, the null hypothesis was rejected.

That is, there is a significant difference between gender and overall satisfaction of online shopping experience.

Findings

According to the study, it is observed that out of 100 respondents 4% are belongs to the age group of Below 20, 89% are belongs to the age group of 21-30, 3% of the respondents are in the category of the age of 31-40, 2% are 41-50 and 2% are above the age of 50. As the age group of 21-30% are the major respondents of this study. According to the study, it is inferred that out of 100 respondents, 51% are female and 49% are male. According to the study, it is inferred that out of 100 respondents, 63% of them use cash on delivery option, 3% use credit card, 6% use debit card, 2% use net banking, 26% use UPI as a mode of payment for shopping online. From this analysis it is found that majority of 63% of the respondents use Cash on delivery option as a mode of payment for shopping online. According to the study, it is found that out of 100 respondents majority of 36% of the respondents prefer Next day delivery as a delivery option, 30% prefer standard shipping, 23% prefer instant delivery, 4% prefer expedited shipping, 7% prefer other delivery option. According to the study, it is found that out of 100 respondents majority of 39% are satisfied with the overall online shopping experience, 33% are neutral, 17% are extremely satisfied, 8% are dissatisfied, 3% are extremely dissatisfied. According to the study, from the chi-square analysis it is found that the significance value (0.003) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is, there is an association between Age and online shopping preference of customers. According to the study, from the One way ANOVA test it is found that the significance value (0.208) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is, there is a significant difference between gender and overall satisfaction of online shopping experience.

Suggestions

After analysing the data collected from various users of online shopping, the following suggestions are made for their improvement:

- Ensure a seamless, intuitive interface for easy navigation and shopping
- Minimize page load times to prevent frustration and cart abandonment
- Provide detailed and accurate product information, including specifications, sizing and features
- Display clear, high-resolution images from different angles to give customers a comprehensive view



- Offer a variety of secure payment methods for customer convenience
- Clearly display product prices, taxes, and shipping fees upfront
- Simplify the checkout process with minimal steps and clear instruction
- Deliver Good quality products on time.

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